

REMARKS

Claim 1 remains in the application and claims 4-9, 12-16, and 19-22 have been canceled, without prejudice or disclaimer. New claim 27 has been added.

Reconsideration is respectfully requested of the rejection of claims 1, 4-9, 12-16, and 19-22 under 35 USC 112, first paragraph, as containing subject matter not described in the specification.

Claims 4-9, 12-16, and 19-22 have been canceled, thereby rendering the rejection thereof moot.

It is respectfully submitted that the correspondence determination section recited in claim 1 is clearly described in the first full paragraph of page 15, and illustrated in step S13 of Fig. 3 of the present application, for example.

Accordingly, it is respectfully submitted that the subject matter of all the limitations of claim 1 is clearly described in the specification and that claim 1 meets all requirements of 35 USC 112.

Reconsideration is respectfully requested of the rejection of claims 1, 4-9, 12-16, and 19-22 under 35 USC 103(a), as being unpatentable over Dunworth et al.

Claims 4-9, 12-16, and 19-22 have been canceled, thereby rendering the rejection thereof moot.

The present invention recited in independent claim 1 is intended to provide an improved information displaying system and method wherein:

(i) a map (stored in a first database) corresponding to a geographical location to be displayed is selected by a user by "a user's selecting operation" such as pressing "get map" on a displayed webpage,

(ii) first attribute information associated with business information corresponding to the geographical location is stored in a second database,

(iii) second attribute information corresponding to advertisement data is stored in a third database, and

(iv) an advertisement is displayed with said map after a correspondence between the first attribute information (business type in an area) and the second attribute information (advertisement data) is found.

An advantage of the improved information displaying system according to the present invention is that it enables a webmaster to control the advertisements being displayed independently from the user by adjusting the correspondence between the first and second attributes. That is, the geographical information to be displayed is

selected by the user while the advertisements to be displayed are selected by the server.

It is respectfully submitted that Dunworth et al. fails to show or suggest an advertisement being displayed with a map selected by a user after a correspondence between first attribute information (business type in an area) and second attribute information (advertisement data) is found by a correspondence determination section of an advertisement display commanding means.

In Dunworth et al. the user selects a geographical location and then the user is presented with "topical" information associated with the geographical location. See col. 2, lines 41-49.

The topical information can be obtained from a Yellow Pages List Description (YPLD) database, for example. See col. 18, lines 39-54 cited in the Office Action as disclosing first and second attribute information, and Figs. 2B-C, for example.

After the user is presented with topics from the yellow pages, the user can select one from the list and receive further information from the same YPLD database. See Figs. 2-7. As correctly pointed to in the Office

Action at paragraph 7, in the system of Dunworth et al. the presentation to the user of "topical" information associated with the geographical location is required. It is submitted that no other alternative system is taught by Dunworth et al.

Looking at Dunworth et al. in the best light we see that at most it may suggest the above-noted elements (i) and (ii). That is, a user selects a map and information associated with a business in the selected geographical area is displayed. It is respectfully submitted that nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type in the map area (first attribute) and advertisement data (second attribute) is found.

Further, the Office Action points to col. 18, lines 39-54 of Dunworth et al. as disclosing the recited "second data storing means...for storing first attribute information" and "third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data." It is respectfully submitted that, as noted above, Dunworth et al. at most is teaching that when a user selects a map, "topical" information associated with a business in the

selected geographical area is displayed. The "topical information" is obtained from the Yellow Pages List Description (YPLD) database. Nowhere in Dunworth et al. are shown the first and second attribute information and the advertisement data.

Furthermore, nowhere in Dunworth et al. is shown or suggested an advertisement being displayed with a map after a correspondence between the business type in the map area (first attribute) and advertisement data (second attribute) is found.

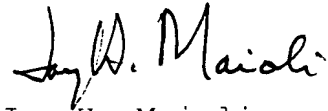
New method claim 27 has been drafted to recite the present invention as illustrated in Figs. 3 and 4 of the present application and is submitted to be patentably distinct over Dunworth et al. for at least the above-noted reasons.

Accordingly, it is respectfully submitted that independent claims 1 and 27 are patentably distinct over Dunworth et al.

Favorable reconsideration is earnestly solicited.

Respectfully submitted,

COOPER & DUNHAM LLP

A handwritten signature in cursive script, reading "Jay H. Maioli".

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JHM/PCF:tl